5 SEO Mistakes Roofing Companies Make

And Exactly How to Fix Each One | 2026 Guide for Roofers

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97%	75%	76%
of homeowners search Google first	never scroll past page one	of local searches lead to a call in 24hrs

Why Most Roofing Websites Fail to Generate Calls

Most roofing companies we audit have the same problem. They have a website, they know SEO matters, but they keep making the same handful of mistakes that quietly kill their chances of ranking on Google. The good news? Every single one of these mistakes is fixable. This guide walks you through the five most common ones and shows you the exact steps to correct them. For a full SEO strategy, visit **roofing company SEO experts at Rayan SEO**.

Mistake #1

Ignoring Google Business Profile

The problem: Thousands of roofers do not have a complete Google Business Profile. This means they are completely invisible in the Google Map Pack, which is the section most people click first when searching for a local roofer.

How to fix it:

- Claim your profile at business.google.com today if you have not already.
- Fill in every single field including services, hours, and description.
- Add at least 10 real photos of your team, vehicles, and completed jobs.
- Start collecting Google reviews systematically after every job.
- Post a short update every week to show Google your profile is active.

Mistake #2

Targeting Keywords That Are Too Broad

The problem: Trying to rank for just 'roofing' or 'roofing company' nationally is almost impossible for a new website. These keywords are dominated by huge platforms and established companies with years of authority.

How to fix it:

- Focus on city-level keywords like 'roofing company in [your city]'.
- Create a separate service page for each town or suburb you cover.
- Target emergency and high-intent phrases like 'emergency roof repair [city]'.
- Use free tools like Google Autocomplete to find long-tail keyword ideas.
- Work with a local SEO agency for roofing companies to get a full keyword strategy tailored to your area.

Mistake #3

Having a Slow or Mobile-Unfriendly Website

The problem: Over 60% of roofing searches happen on a mobile phone. If your site takes more than 3 seconds to load or is hard to navigate on a small screen, visitors leave before they even read your first line. Google also ranks faster sites higher.

How to fix it:

- Test your site speed at pagespeed.web.dev right now.
- Compress all images before uploading them to your site.
- Make sure your phone number is a clickable tap-to-call link.
- Check that buttons and menus are easy to use with a thumb.
- Get professional help from an on-page SEO service to fix technical issues fast.

Mistake #4

No Reviews Strategy in Place

The problem: Reviews are one of the top local ranking signals for Google. Yet most roofing companies rely on customers to leave reviews on their own, which almost never happens consistently. Meanwhile competitors with 50+ reviews dominate the map.

How to fix it:

- Ask every single happy customer for a Google review immediately after the job.
- Send a simple follow-up text with your Google review link the same day.
- Aim to collect at least 2 to 3 new reviews every month consistently.
- Always respond to every review, both positive and negative, professionally.
- Need help with local SEO for roofers? Visit local SEO for roofing companies.

Mistake #5

Not Tracking What Is Working

The problem: Most roofers have no idea which keywords bring in their traffic, which pages convert visitors into calls, or whether their SEO is improving month to month. Without data you are just guessing.

How to fix it:

- Set up Google Analytics 4 on your website today, it is completely free.
- Add Google Search Console to see which keywords trigger your pages.
- Set up call tracking so you know which pages generate phone calls.
- Review your data once a month and compare it to the previous month.
- Get a free audit from a roofing company SEO agency to see exactly where you stand.

Pro Tip from Rayan SEO

Fix these five mistakes in order. Start with Google Business Profile and reviews since those two alone can get you into the Local Pack within 60 to 90 days. Then work on your keywords and page speed. Tracking comes last but helps you see clearly what is actually making a difference.

Your Quick SEO Checklist for Roofers

Task	What done looks like
■ Google Business Profile	Claimed, complete, photos added, active
■ Local keywords	City-level and suburb pages created
■ Website speed	Loads under 3 seconds on mobile
■ Reviews system	Asking every customer, 2-3 new reviews per month
■ Tracking	Google Analytics and Search Console installed
■ On-page SEO	Phone number top of every page, clear CTA visible

■ Backlinks	Guest posts and citations being built monthly
■ Content	Publishing helpful blog posts consistently

Want More Roofing Calls This Month?

Get a free SEO audit from the Rayan SEO team. We'll show you exactly what's holding your roofing business back on Google and give you a clear action plan to fix it. No jargon, no pressure.

Get started: roofing SEO services by Rayan SEO
Email: info@rayanseo.com

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